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AUTHOR Maddox, Marion E.
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ABSTRACT

This annotated bibliography presents over 90 periodical articles, commercial publications, and government publications, ranging in date from 1928 to 1969, and is concerned with planning, organizing and conducting occupational surveys to determine training and manpower needs. Teacher educators, state vocational staffs, employment security personnel, and local occupational teachers and counselors should find this document useful in their various positions. Listings are arranged alphabetically by author and details other document information including the title, date, page listing, and the content by means of the annotation. (JS)

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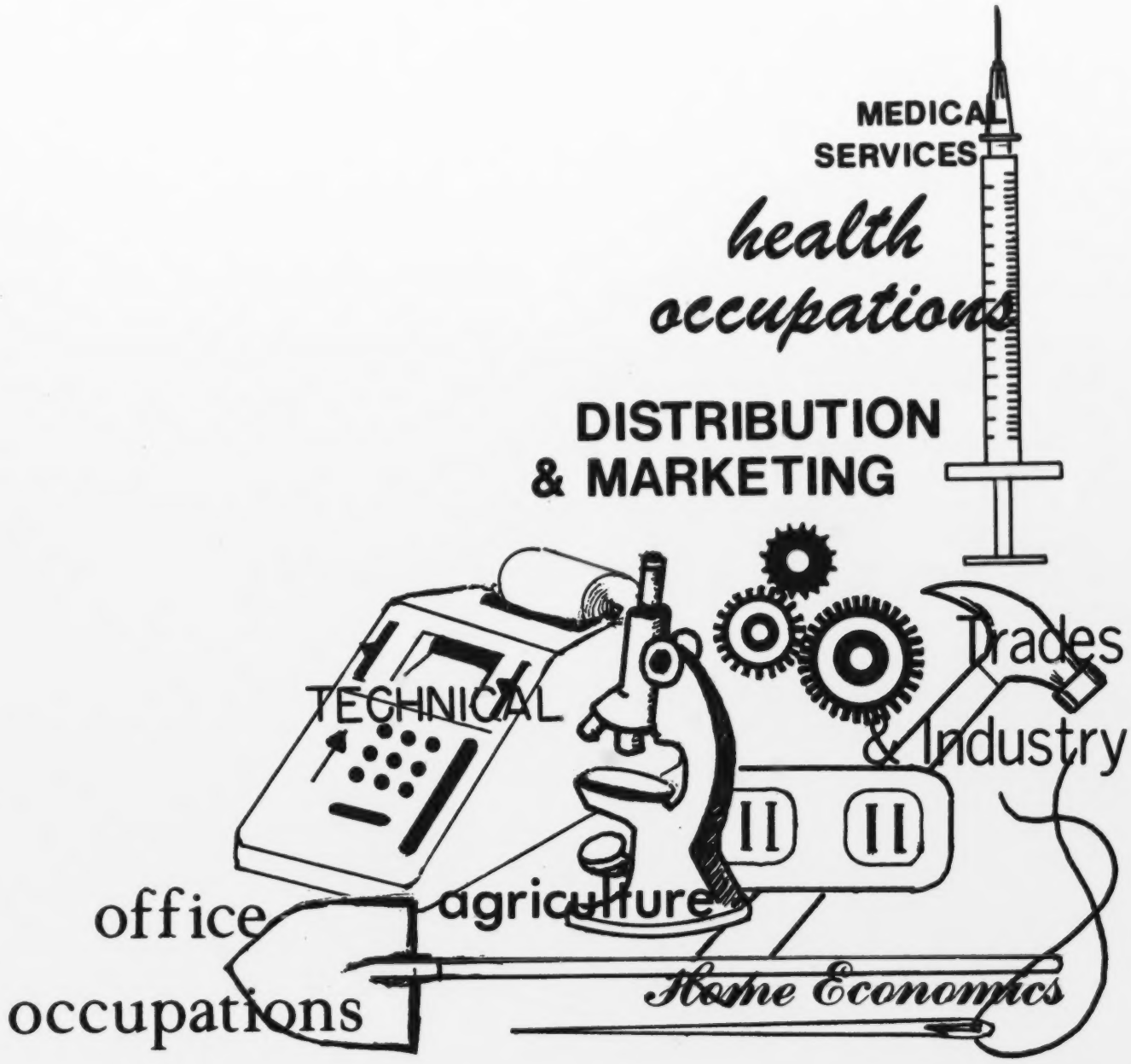

OCCUPATIONAL SURVEYS

An Annotated Bibliography

By Dr. Marion E. Maddox

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AN ANNOTATED BIBLIOGRAPHY FOR OCCUPATIONAL SURVEYS

Dr. Marion E. Maddox
Professor of Industrial Education
Department of Vocational Teacher Education
University of Arkansas

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Arkansas Research Coordination Unit
for Occupational Education
in cooperation with the
Department of Vocational Education
University of Arkansas, Fayetteville
and
The State Department of Education
Division of Vocational Education

PREFACE

One of the services of the Arkansas Research Coordination Unit is to encourage the gathering of needed occupational information. Another service is to disseminate findings of research and related activities in vocational and technical education to interested agencies and individuals within and outside the state of Arkansas.

We hope that this Annotated Bibliography for Occupational Surveys will serve in a dual capacity: first, provide the user with quick references to his special information needs and second, become our invitation to utilize the professional information services of the Research Coordination Unit.

Harold W. Moore
RCU Director

FOREWORD

This bibliography is concerned with planning, organizing and conducting occupational surveys to determine training and manpower needs. The references will also aid in analyzing and presenting gathered data. The references and short descriptions thereof are valuable to teacher education classes, state vocational staffs, employment security personnel, local occupational teachers and counselors.

Marion E. Maddox
Professor of Industrial Education
University of Arkansas

AN ANNOTATED BIBLIOGRAPHY FOR OCCUPATIONAL SURVEYS

AIDD Survey, "Education/Employment Trends in the Design/Drafting Field," School Shop, January 1968. p. 44.

Representative findings of the American Institute of Design and Drafting indicate a recognition by management of the necessity of the occupations of design and drafting, a continued demand for all phases of both courses, continued demand for higher education in these areas, and salaries comparable to other technologies. The survey also indicated on-the-job training was offered by some companies and a new field of computer drafting is being examined by some companies.

American Council of Industrial Arts Teacher Education, Evaluation Guidelines for Contemporary Industrial Arts Programs, McKnight & McKnight, 1967.

Chapter 7 of the book gives complete directions for organizing teams who will conduct surveys and includes an evaluation chart.

Arkansas Chamber of Commerce, Survey of Processing Plants in Arkansas, reproduced transcript, 1957. pp. 11.

Samples of survey techniques including labor and marketing, transportation and distribution of the product are given in the study.

Arkansas Employment Security Division, Survey of Characteristics of Job Applicants, 1950. pp. 200 (estimated).

Tables and charts present examples of information needed in developing forms used in local survey.

Arkansas Employment Security Division, Reports and Analysis Section, Skill Survey for the Pine Bluff, Arkansas, Metropolitan Area, November 1967.

The presentation of scope, methodology, summary and recommendations resulting from the skill survey of Pine Bluff, Arkansas is given.

Arkansas Employment Security Division, Reports and Analysis Section, Skill Survey, Northwest Arkansas Region, May 1968.

Same as preceding work except survey conducted in Northwest Arkansas.

Backstrom, Charles Herbert, Survey Research, Northwestern University Press, 1963. pp. 171.

Book contains step-by-step criteria for the mechanics of planning, conducting and completing a survey.

Bacher, Otto R. and Berkourtz, George J., School Courses and Related Careers---A Vocational Survey Plan, Science Research Associates, Inc., Chicago, 1941.

An occupational survey would benefit from the listing of occupations classified according to classroom or related studies.

Baer, Max F. and Roeber, Edward C., Occupational Information, Science Research Associates, Inc., Chicago, 1958. pp. 275-308.

The text divides information into occupational information and surveys. It deals with each in sufficient detail to warrant use.

Baer, Max F. and Roeber, Edward C., Occupational Information, Science Research Associates, Inc., Chicago, 1964.

Occupational Information is a usable handbook for those in vocational counseling or vocational program development. The book contains an excellent section on processes used in surveys.

Barnes, Fred P., Research for the Practitioner in Education, NEA, 1964.

Research for the Practitioner in Education is a simple, well-written book dealing with educational research. Complete directions are included for randomizing and stratifying samples.

Blackstone, Bruce, "New Leader on the Horizon," American Vocational Journal, February 1969. pp. 32-34.

The article discusses vocational programs in sample states.

Bland, J.L., Manpower Resources Report I-V, Franklin County, Arkansas, published by Arkansas Employment Security Division, 1967.

A community survey conducted to determine current and potential manpower resources in Franklin County, Arkansas.

Borg, Walter R., Educational Research, An Introduction. pp. 204-220.

Widely used in educational research, Borg carefully and simply defines the problem and construction of questionnaires.

Brewer, John M. and Landy, Edward, Occupations Today, Ginn & Company, 1949. pp. 382.

Though outdated, the mode of presentation enables one to apply the materials to current situations in two of the three sections of the book.

Burt, Samuel M., Industry and Vocational-Technical Education, McGraw-Hill Book Company, 1967. pp. 520.

An outstanding book covering the variety of industry-education cooperative surveys and methods elicited to provide economical procedures.

Burt, Samuel M., "Initiating Vocational and Technical Programs," American Vocational Journal, May 1967. pp. 22.

Though not directly concerned with a survey, the writer gives broad objectives, clues and guidelines in proper methods of establishing vocational-technical programs where need is evident.

Burt, Samuel M., "Involving Industry in Local Vocational and Technical Education," IAVE, Vol. 56, No. 1, January 1967.

The author stresses the necessity and importance of educational-industrial cooperation in a variety of ways including: initiating new programs, expansion or elimination of present programs, interpretation of manpower requirements, preparation and conduction of surveys, scholarships, counseling, and public relations.

Bush, George P. and Hattery, Lowell H., Team Work in Research, The American University Press, 1953. pp. 186.

Specific types of surveys are not proffered, but auxiliary needs are presented in acceptable form.

Byram, Harold M., Project Leader, Evaluation of Local Vocational Education Programs, Michigan State University, 1968. pp. 80.

Michigan State University developed state and local leadership competencies in evaluation of local vocational and technical programs. The Michigan program was so successful that it was expanded to four other states for additional testing. Arkansas was one of the participating states.

Church, Harold Heilman, Educational Surveys, 1953.

Eight areas used in conducting a survey are covered in this book. Though somewhat dated, it continues to be usable.

Clack, Ronald J., "Occupational Prestige and Vocational Choice," The Vocational Guidance Quarterly, Vol. 16, No. 4, June 1968. pp. 282.

There were comparisons of rankings of occupations between high school students and adults in vocational preference using a preference-opinion survey of 28 occupations.

Class in Occupational Surveys, University of Missouri, Occupational Surveys---Boonville, Missouri, 1952.

To provide local occupational information for students of Boonville High School, interviewers conducted a community survey. Comparisons between local and national occupational information were made. The survey revealed a large percent of people limited by lack of skill were unemployed.

"Curriculums for Agriculture Should Include Farming," Agriculture Education Magazine, November 1966. pp. 107-108.

Results of recent changes in the Vocational Agriculture curriculum show a steady increase in enrollment, increased opportunities for employment, and an increased demand for workers with basic shop skills.

Dallas Chamber of Commerce, Metro Dallas Manpower Outlook to 1975, Dallas Chamber of Commerce, 1965.

A fine example of a metropolitan survey to find current and projected labor needs for a community. The study contained good charts and tables on the results and projections of the survey.

Davis, James A., Undergraduate Career Decisions, Aldine Publishing Co., Chicago.

The appendix contains some pertinent information about questionnaires and the selection of samples.

Dawson, Charles L., A Survey of Five Johnson County Schools: Grades Seven Through Twelve, University of Arkansas, 1966.

A dissertation dealing with a survey used in reorganization of five Johnson county schools. Tabulation of the data and comparisons among the schools was good.

Department of Agriculture Education, The Pennsylvania State University, Technical Education Needs of Persons Engaged in Agricultural Occupations, 1965.

This is a fine example of a seventeen county labor, skill, and related information survey. Good tables cover a summary of businesses and number of employees, number of services offered by agricultural businesses, and an estimated number of part-time and full-time employees needing agricultural competencies. The category of agricultural occupations was broken down into eight areas.

Edler, Lawrence A., " Countywide Follow-Up Program," American Vocational Journal, Vol. 43, No. 1, January 1968. pp. 12-16.

Methods used to provide accurate, up-to-date data on vocational students in Santa Cruz, California are described in the article. The cost of the entire survey was less than $2000.

Edler, Lawrence A., "An Inservice Community Occupational Survey," The Vocational Guidance Quarterly, Vol. 17, No. 3, March 1969.

Counselors in Santa Cruz County, California utilized an inservice community occupational survey to fill a gap in the type of occupational information available to them.

Employment Security Division, Department of Labor, Area Skill Survey of Little Rock and North Little Rock, Arkansas, 1965. pp. 60.

Rapid growth and expansion of cities plus the need for a profile on current and future work force was the reason for this survey. Methodology for developing a questionnaire was included as well as instructions for its use. Press releases, cover letters and tabulations were presented for a reader's use.

Employment Security Division, Department of Labor, Handbook of Labor Force Statistics, 1968.

This handbook contains work force statistics for the four major labor areas of Arkansas and should be usable by many schools and individuals in the state. Fayetteville, Fort Smith, Little Rock and Pine Bluff were the work areas surveyed.

Employment Security Division, Department of Labor, Pope County Manpower Resources Reports, The Smaller Communities Program, 1968.

In a rapidly growing area of Arkansas, a survey of work-force data, population and income data, occupational information, entry jobs and manpower needs is mandatory. The work, done by Employment Security Division in Pope County, filled the need.

Forrester, Gertrude, Methods of Vocational Guidance, D.C. Heath and Co., Chicago, 1951. pp. 407-412.

The survey deals with the occupational status of those who have left school and those who are ready to leave.

Georgia Institute of Technology, "Research Designed to Forecast Demands for New Types of Technicians in an Industry," American Vocational Journal, February 1969.

An occupational survey used to detect, define and forecast the future needs of any area. The article deals with twenty-nine companies in the textile industry.

Groves, Ramsey M., A National Survey of Vocational Education for Students with Special Needs, Ohio State University, Columbus, Ohio, 1966.

The survey was conducted to determine existing vocational education programs and their characteristics for those with special needs.

Hankel, Milton D., Hellmann, Thomas D. and Dunnette, Marvin D., "Stability and Change in the Social Status of Occupations Over 21 and 42 Year Periods," Personnel and Guidance Journal, September and June, 1967-68. pp. 762-764.

The purpose of the survey was to determine the social status of occupational hierarchy over a definite period of time. A remarkably stable status is mirrored from the 1925 survey to the 1967 one.

Harris, Chester W., Encyclopedia of Educational Research, The Macmillan Company, 1960.

One unit of the volume deals with problems of surveys. Good coverage is found on these topics: plan and design, research instruments, interview, content analysis, special techniques, and current status of survey research.

Heiland, Robert E., Work Sampling, McGraw-Hill Co., New York, 1957. pp. 21-80, 101-132.

The book is directed toward the problem of time studies. However, the methods could be applied to work sampling in vocational education. Sampling theory, preparation of sampling materials, function of group members, evaluation and dissemination are presented.

Henderson, George, "Occupational Aspirations of Poverty-Stricken Negro Students," The Vocational Guidance Quarterly, September 1966.

To anticipate what poverty stricken Negro students aspired to become was the subject matter of the study. Their desires and their real expectations did not correlate.

Hensel, James W., "The Demand for Teachers in Vocational and Technical Education," American Vocational Journal, April 1969.

The search was made to identify greatest need areas of future teachers.

Hensel, James W., "Enlisted Men Separating From the Military Service as a Potential Source of Teachers for Vocational and Technical Schools," American Vocational Journal, April 1969. pp. 42.

The purpose of the study was to ascertain whether the military service offers a potential source of vocational-technical teachers. In the three bases tested, the author found nine percent to be outstanding prospects though a much larger percent indicated interest in teaching.

Hoppock, Robert, Occupational Information, McGraw-Hill Co., New York, 3rd Edition, 1965. pp. 252-285.

Suggestions for students engaged in interviewing industrial leaders and interviewing for information. The suggestions range from questions to ask to conduct in meeting employers.

Hoppock, Robert, Occupational Information, McGraw-Hill Co., New York, 1957. pp. 256-265.

The survey was designed to inform students and counselors about employment opportunities and to facilitate vocational choices for graduates and dropouts. Employer vacancies and qualifications pertinent to a particular job were listed for the benefit of interested parties.

Hoyt, Kenneth B., "S.O.S.---A Call to Action," American Vocational Journal, Vol. 43, No. 5, May 1968. pp. 51-55.

The study assumed guidance counselors at the secondary level failed to use available occupational information or that there was a deficiency in available vocational information. The results were prepared in an attractive format designed to enhance its usability. The material is easily up-dated by using the same mark-sense cards employed in the original survey.

Industrial Education Department of Mississippi State College, Community Surveys for Occupational Purposes, State College, Mississippi, 1953. pp. 1-67.

The text is devoted to reasons, objectives, and mechanics of assembling data, tabulation and follow-up.

Kish, Leslie, Survey Sampling, John Wiley & Son, Inc., 1965, pp. 643.

Leslie Kish intended his book to help inexperienced persons design and validate samples of moderate dimension and difficulty, avoid selection biases, and achieve efficiency. The publication is usable in total or any part with equal ease.

Koos, Leonard V., The Questionnaire in Education, The MacMillan Company, New York, 1928.

Presentation of uses, types and approaches used by questionnaires.

League of Women Voters of Pine Bluff, Arkansas, A Survey of Government, Pine Bluff, Jefferson County, Arkansas, 1962.

The twenty-two page publication is a good example of a community survey. The organizational structure was the most valuable section for those conducting surveys.

Leu, Donald J., Planning Educational Facilities, New York, Center for Applied Research, 1965. pp. 8-32.

Chapter 2 is devoted to the organization of a community study to determine school needs. The organization charted and pictorially presented material which could be adapted by making minor changes.

Mason, Ralph E. and Haines, Peter G., Cooperative Occupational Education, The Interstate Printer and Publishers, Inc., 1965. pp. 163-164.

Chapter 7 deals with the advisability of beginning a program dependent on information secured through surveys. Effective means of gathering information were discussed.

McKerrow, J.B. and Silver, Henry M., On the Publication of Research, Modern Language Association of America, Vol. LXV, No. 3, April 1950. pp. 32.

Although designed for manuscripts, the suggestions are appropriate for writing a community survey report. The advice on errors in writing the report is good.

Moegenburg, Louis, "What! Teach and Research Too?" American Vocational Journal, Vol. 43, No. 7, October 1968. p. 49.

A short article suggesting a survey method to justify the addition or deletion of courses. Follow-up studies are proposed to keep the instructor aware of technological advances.

Mouly, George J., The Science of Educational Research, American Book Company, 1963.

Mouly's book is probably the most meaningful and realistic book available on practical research. Survey and interview studies are excellent.

Moser, C.A., Survey Methods in Social Investigation, London, England: William Heinemann, LTD, 1958. pp. 1-320.

Methods and materials found in the book are adaptable to occupational sampling. Weakness may be the bibliography.

National Federation on the Blind, Survey of Programs for the Blind for the State of Arkansas, 1955. pp. 50.

The first part of the report deals with procedures, objectives, methods and personnel used to conduct the survey. Two graphs compare the local findings with national figures.

National Study of Secondary School Evaluation, Evaluative Criteria, 1960.

Published at ten year intervals, the book probably furnishes a complete source of information on surveys of educational systems. It has good coverage in the areas of educational programs, student activities, instructional material services, guidance and health services. Areas of the school plant, staff and administration are discussed.

Norris, Willa, Zeran, Franklin R., and Hatch, Raymond N., The Information Service in Guidance, Rand-McNally and Company, Chicago, 1960. pp. 263-329.

The book contains excellent examples of survey forms. It has a vast amount of information on conducting surveys, establishing objectives, tabulating findings, and evaluating the survey.

Ohio School Survey Committee, Report of the Ohio School Survey Committee, Heer Publishing Co., 1955. pp. 221.

The Ohio School survey is a valuable example of various sub-committees which are necessary for achieving a state or large community survey.

Ohio Vocational Education Notebook, Division of Guidance and Testing, State Department of Education, Columbus, Ohio, 1967. pp. 122-123.

The volume contains definitions of almost two thousand jobs arranged alphabetically by title. Information includes worker function, aptitudes, interests and temperaments needed for the job, and a description of physical demands and working conditions found in the occupation.

O'Kelly, C.L. Jr., "Curriculum Planning: A Consuming Demand," American Vocational Journal, March, 1969.

Designing a more effective vocational education curriculum based on facts revealed by surveys was the purpose of the study.

Oppenheim, A.N., Questionnaire Design and Attitude Measurement, 1966.

The author presents excellent information about designing a valid and reliable questionnaire. He divides the process of questionnaire design into ten stages: aims, review of literature, design of study, research method, sample selection, data collection, data processing, statistical analysis, results, and report.

"Our Changing Times," Agriculture Education Magazine, Volume 39, November 1966. p. 102.

A survey conducted by the Texas Education Agency showed the greatest demand for agriculturally trained employees for the next three years to be in machinery sales; supplies, sales and service; and ornamental horticulture.

Owen, Rachael, "An Occupational Home Economics Survey in College Town, U.S.A.," Vocation, Vol. 1, No. 8, April 1968. pp. 26-28.

A report of survey methods used to determine the needs for occupational home economics in an area vocational school. The survey used pupil interest, survey questionnaires and personal interviews of local firms which would indicate job possibilities that might be provided by the new courses.

Parten, Mildred, Surveys, Polls, and Samples.

The book was designed to provide ready access of information necessary to conducting surveys. It covers sample selection, interview techniques, survey organization and poll taking.

Patton, Kay, "They Care: Arizona's New Occupational Program for Women," American Vocational Journal, April 1967. p. 38.

The survey found the need for qualified women to give supportive care to homes in Arizona's growing communities. The Health Assistance Program in Arizona, a short-term occupation for women, serves as a feeder course for other health services.

Pennsylvania State-Rutgers Study, "Is U.S. Vocational Education Measuring Up to the Need?" School Shop, September 1967. p. 45.

The study was made to determine how adequately our educational system was preparing people to enter the work world and perform in a competent manner. The survey revealed: programs were technically adequate but counseling, placement, and follow-up were poor; vocational students suffered from lack of guidance; academic teachers rate vocational education low; and advisory committees were not being used. Recommendations included up-grading of vocational education, early introduction of vocational orientation, and increased numbers of post-high school programs.

Phipps, Lloyd J., Handbook on Agricultural Education in Public Schools, The Interstate Printers & Publishers, Inc., 1965.

One section, Chapter 4, deals with methods of selecting and using advisory committees and the purpose of basic data in revealing community information.

Planning and Executive Committees of Tri-County Schools, Vocational Education Study, Tri-County Area, Allegany, Cattaraugus, & Chautauqua Counties of New York, 1964.

The study is an excellent sample of a three county survey to determine vocational education needs of that area. The study covered labor force analysis, curriculum planning, school organization, student viewpoint, parental viewpoint, and program development.

Pond, Millard Zimmerman, Citizens Survey Their School Needs, Ohio State University, 1954.

The study was divided into two parts. The first section dealt with the planning and conducting of the survey. The second section presented the analysis of data and the emerging values.

Pucel, David J., Nelson, Howard F. and Wheeler, David N., Questionnaire Follow-up Returns as a Function of Incentives and Responder Characteristics.

The report spells out needed questions to ask concerning the construction of a questionnaire and the procedures to use in conducting a follow-up.

Rakestraw, C.E., Training High School Youth for Employment, American Technical Society, 1948.

Though the copyright date is old, the book has information about sample occupational analysis, advisory committees, and work with local industry which is applicable today. The book is a classic.

Shartle, Carroll L., Occupational Information, Second Edition, Prentice-Hall, New York, 1952. pp. 47-64.

Shartle seemed to be concerned with an individual making an independent survey. He identifies survey methods, instruments, and various steps necessary for conducting a study.

Shibata, Edward Kenneth, "Vocational Needs Program," American Vocational Journal, October 1965. p. 27.

The purpose of the study was to determine vocational education needs in local school districts following standard procedures in conducting the survey. The study revealed guidance needs at the local level in successfully carrying out a vocational needs program.

Shoemaker, Byrl R. and Fredricks, Donald J., "Penta County Students Evaluate Their Joint Vocational School," American Vocational Journal, Vol. 42, No. 9, December 1967. pp. 17-18.

The survey was developed by the Ohio State Department of Education to determine reaction to the school. Results will be used to develop a more adequate orientation program.

Silvius, G. Harold and Bohn, Ralph C., Organizing Course Materials, McKnight and McKnight Publishing Co., Bloomington, Illinois, 1961.

Silvius and Bohn emphasized the state and national implications of a local survey. From combined information, the teacher can focus on usable course content which will prepare students for available occupations.

Smith, Henry Lester, Plans for Organizing School Surveys, National Society for the Study of Education, 1914.

Though written before World War I, the study has some suggestions on school surveys which are still usable.

"States Expand Area Schools and Programs," American Vocational Journal, November 1963.

In 1963, The American Vocational Journal made a national survey of area vocational schools. The findings disclosed a steady progress and expansion with almost a half-million persons being served by three hundred schools.

Steeb, Ralph and Hurst, Marshall, "Evaluating Your Industrial Arts," Industrial Arts and Vocational Education, February 1968. p. 20.

The article described a comprehensive study by a team of subject specialists to evaluate the present status of Florida's industrial arts program. The purpose of the study was to determine criteria for updating and coordinating industrial arts. The survey pointed to special needs within the state and for newer methods of teaching industrial arts.

Sumpton, Merle Richard, How to Conduct a Citizen School Survey, Prentice-Hall, 1952.

The contents of the book are listed in the manner of a survey organization.

"Survey of Wholesalers," Southern Automotive Journal, Vol. 49, No. 5, May 1969. pp. 68-70.

This is a good example of a highly specialized survey dealing with the performance of factory men called parts jobbers by the author. The responses were neatly summarized into the "Ten Commandments for Factory Men."

Swenson, John H., "Scientific Secretary Training Program Development", American Vocational Journal, Vol. 43, No. 7, October 1968. pp. 34-35.

The project faced the problem of determining special skills and knowledge required for secretaries in scientific setting and of determining the design of a program to meet these needs. The methods employed included a review of literature, a survey of existing programs, and a series of questionnaires and interviews administered to a select sample.

Teacher Education Research Series, Technical Education Needs of Persons Engaged in Agriculture Occupations, Department of Agriculture Education, Pennsylvania State University, Vol. 6, No. 1, 1965.

Pennsylvania conducted a survey of seventeen counties to identify agricultural occupations and job titles, to estimate present number of employees and annual entry opportunities. The committee conducting the survey listed competencies necessary for entry and advancement and listed job characteristics. The book presents charts and results but fails to include the survey instrument.

Thompson, A.G., and Cannody, Frank W., A Survey to Locate and Identify Children with Handicaps, Arkansas State Department of Education, 1963. pp. 22.

A three phase survey of agency, community, and school was done to identify handicapped or suspected handicapped children. Because of the three groups participating, the results were strengthened. Its application to the 1968 Act is obvious.

Travers, Robert M.W., An Introduction to Educational Research, The MacMillan Company, 1960. pp. 231-273.

Chapter 10 contains good information on conducting surveys. Travers has pointed out pitfalls and limitations of surveys. His coverage of questionnaire construction is excellent. He includes some excellent examples of studies which lend themselves to the survey.

Turner, B.A., Occupational Choices of High School Seniors in the Space Age, Texas Southern University, 1964.

Texas Southern University surveyed high school seniors to determine attitudes toward school subjects and occupational choices. The data were summarized and recommendations made. A copy of the questionnaire used in the study was included.

UNESCO, Evaluating Development Projects, Technology and Society, 1967.

This is a new publication which breaks the process of evaluation into a step-by-step procedure. The process, explained in detail, could be utilized in conducting surveys. The titles given the

steps are indicative of the possible application: describing the development project and specifying its goals; deciding what data to use to indicate project results; collection of data--before, during, and after; analyzing and interpreting the findings.

The University of the State of New York, Education for Occupations, 1967.

A good example of a multi-county area occupational survey covering in-school youth, former students, dropouts, parents, educators and members of the business community. The report on the findings and the conclusions is well written. The survey was extensive covering almost all of the occupational areas.

Vocational Educational Survey, Shall We Be Ready in Time?, Almarco Printing Company, 1965.

A report of a four-county survey made in New York. The objectives were the location of community needs and appraisal of the educational system in light of these needs. Though the survey covered diverse occupational areas, it achieved positive suggestions and recommendations.

Vocational Division Bulletin No. 250, Trade and Industrial Series No. 62, U.S. Department of Health, Education and Welfare, Office of Education. pp. 3-6.

The article outlines the primary purposes for local vocational, trade and industrial programs. It briefly discusses the methods used to collect data---questionnaires, personal interviews and spot checks.

Wiersma, William, Research Methods in Education. pp. 270-289.

Chapter 8 covers classification of survey studies, interviews and questionnaires, uses of interviews and questionnaires, and methodology of survey research.

Winefordner, David W., "Interest Measurement in Vocational Decision Making," American Vocational Journal, Vol. 44, No. 2, February 1969. pp. 56-57.

The article describes the Ohio Vocational Interest Survey system for exploration and work orientation. Six basic components of the vocational concept are listed.

Zullinger, John, "Community Leaders Look at Industrial Education," American Vocational Journal, Vol. 43, No. 4, April 1968. pp. 58-59.

Community leaders were chosen and asked to arrange 63 rank-order type questions or statements. Vocational educators were asked to arrange the same statements. After analyzing the data, the researchers identified factors influencing the image of industrial education. The study revealed no clear-cut image though community leaders admitted the lack of information concerning industrial offerings in the local schools. Purposed steps to change the image and status of industrial education were formulated.